

Straight Talk 2012

Small Business Education, Training, Counseling, Networking

CONFERENCE

Continental breakfast provided by the
Erie County Industrial Development Agency



Saturday, January 21, 2012

Buffalo Niagara Convention Center

Pre-paid registration: \$15.00

Day of Event: \$20.00

Student: \$10.00

Veterans: FREE (I.D. required)

Sorry, no refunds.

ADMISSION INCLUDES A FREE COUPON
to attend our 8 follow-up SEMINAR SERIES CLASSES at
MEDIALLE COLLEGE every Tuesday 6:00 – 8:00 pm. Classes
begin February 7 and run to April 3, 2012. A savings of \$40.00

Agenda

8:00 am	Registration/Breakfast
8:30 am - 9:00 am	Conference Introduction
9:00 am - 10:00 am	Business Basics: Introductory Session
10:00 am - 10:30 am	Networking with Vendors & Lenders
10:30 am - 11:30 am	First Seminar Choice
11:30 am - 12:00 pm	Networking with Vendors & Lenders
12:00 pm - 1:00 pm	Second Seminar Choice

Several seminars will be held during each time slot



FREE PARKING

Available at the Robert D. Fernbach
Parking Ramp (corner of Franklin & Court)

SPECIAL GUESTS INVITED

Erie County Executive

City of Buffalo Mayor Byron W. Brown

SBA Administrator Karen Gordon Mills

SBA Regional Administrator Jorge Silva-Puras

PROGRAM



INTRODUCTORY SESSION: BUSINESS BASICS

What you need to get started or expand: business plans and the other key parts of successful business strategy. ■ Presented by: Susan McCartney, Clifford Bell, and Tony Maggiotto, Jr., SBDC at Buffalo State College and Dan Caufield, Buffalo & Erie County Public Library.

SEMINAR 1: MAKE YOURSELF CREDIT WORTHY

Strategies to address credit concerns. How to build a good financial track record. ■ Presented by: Dolores McCarley, Resource Planning Associates Inc. and Dinash Lal, Child & Family Services Ways to Work Loan Programs.



SEMINAR 2: ACCESSING BUSINESS OPPORTUNITIES THROUGH SBA 8(a), DBE AND MWBE CERTIFICATION

The gateway to achieving business plan goals with dollars and sense. ■ Presented by: Laura McCabe, SBA 8(a) Program; Daniel Ward, Empire State Development; William Lobbins, EEO, City/County Certification; and Cattaraugus County (PTAC) Procurement Technical Assistance Center.

SEMINAR 3: SHOW ME THE MONEY!

How to apply for a small business loan. How to obtain financial assistance and help. ■ Presented by: Paul Hoffman, SBA; Paul Leone, I.D.A. Consultant; Stephen Lelinski, Key Bank; and John Cappellino, ECIDA.



SEMINAR 4: BUSINESS ASSISTANCE FOR VETERANS

A conversation with four successful veteran entrepreneurs, on how to launch a successful small business. Join *vetrepreneurs*, Chris Taylor, CertifiedAutobrokers; Kathleen Haggerty, The Whole Hog food truck; Sammie Davis Jr., Davis and Bartholomew, a lead testing company; and Patrick Welch, A Veteran Corporation, a service disabled veteran owned business competing in the construction industry, for a discussion that will share fundamentals and the lessons learned of these successful small business owners. The conversation will be lead by John McKeone, Coordinator of the Veteran Business Outreach Center at Buffalo State College.

SEMINAR 5: NAVIGATING YOUR BUSINESS THROUGH TAXES & PERMITS

Starting your business the right way. Answers to commonly-asked questions on: licensing, permits, IRS and NYS tax small business voluntary compliance issues.

■ Presented by: Louis Petrucci, Department of Permits & Inspection Services; Suzanne Reusch, NYS Department of Taxation & Finance; and Steven Ingraham, Internal Revenue Service.



SEMINAR 6: WE DID IT! YOU CAN TOO!

Successful small business owners share their stories, inspiration, survival tips, and the ups and downs of their business success. ■ Presented by: Shandra Spicer, President of S&W Contracting of WNY, Inc. and Tom Saia, President of Iroquois Bar Corporation.

SEMINAR 7: MARKETING YOUR SMALL BUSINESS

One of the greatest needs of a small business is to understand marketing strategies. Learn about cost effective strategies and tactics that work. ■ Presented by: John Eagan and Russell Grosjean, Erie Community College and John Perry and Charles King, SCORE Buffalo Niagara.



REGISTRATION

**PLAN ON ATTENDING BUSINESS BASICS
AND SIGN UP FOR 2 ADDITIONAL
SEMINARS LISTED BELOW:**

- ☐ Make Yourself Credit Worthy
- ☐ Accessing Business Opportunities through SBA 8(a), DBE & MWBE through Certification
- ☐ Show Me the Money
- ☐ Business Assistance for Veterans
- ☐ Navigating Your Business through Taxes & Permits
- ☐ We Did It! You Can Too!
- ☐ Marketing Your Small Business

Name

Phone

Address

City

State

Zip

E-mail

PRE-REGISTRATION DEADLINE: TUESDAY, JANUARY 17, 2012 Make your check out to **SCORE Buffalo Niagara**;

fill out form above; and mail it with your check to: SCORE • 130 South Elmwood Avenue • Suite 540 • Buffalo, New York 14202

Available throughout and after the conference programs:

- **One-on-one** business counseling
- Business **information** booths
- Important contacts
- **Networking** opportunities
- Advisors available to answer **your** questions
- **Straight talk** from the professionals
- **Free** resource guide
- **One-on-one** credit counseling

STRAIGHT TALK STEERING COMMITTEE MEMBERSHIP

Buffalo & Erie County Public Library
Buffalo Branch National Association for
the Advancement of Colored People

Buffalo Urban League

UB Center for Entrepreneurial
Leadership

Child & Family Services Ways to Work

Daemen College, The Center for
Veteran & Veteran Family Services

ECC City Campus

ECC Dept. of Workforce Development

EEO (City/County) Certification

Empire State Development Corporation

Erie County Commission
on the Status of Women

Erie County Industrial
Development Agency

Internal Revenue Service

Key Bank

LA-Z-BOY Furniture Galleries

LPCiminelli

NYS Department of Taxation & Finance

PathStone Enterprise Center Inc.

Resource Planning Associates, Inc.

SCORE Buffalo Niagara

Small Business Development Center
at Buffalo State College

"SBA's participation in this event is not an endorsement of views, opinions, products or services of any other person or entity." "All SBA programs are extended to the public on a nondiscriminatory basis."
"Reasonable arrangements for persons with disabilities will be made, if requested at least 2 weeks in advance. Contact SBA, 540 Niagara Center, 130 S. Elmwood Avenue, Buffalo, NY 14202, (716) 551-4301."

U.S. Small Business Administration



U.S. Small Business Administration
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Straight Talk 2012

16th
annual



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Education, Training, Counseling, Networking**

**Register by calling:
716-551-4301
buffalo_do@sba.gov**

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